

Approach:

Vacation ownership property is the fastest growing segment of the hospitality industry. To increase their share of this market, Starwood Hotels looked to GIRVIN to help attract visitors to learn more about this opportunity in their Westin and Sheraton lobbies.



Environment |

Result:

GIRVIN's design approach was focused on a "list" or "kit" of environmental display options, from which pieces could be adapted for a variety of spaces and locations. The result is a flexible design that speaks to a particular lifestyle and brings value to the traditional Westin and Sheraton brands, while creating excitement about participating in vacation properties.

